

Clone yourself with AI.

Make ads for almost Rs.0.

The exact workflow I used to create a 100% AI version of myself and make a finished product ad for my real store in Assam — no camera, no studio, no team. ~10 minutes once you're set up.

What you need (15 min prep)

- **2–3 minutes of clean voice audio** — phone recording, quiet room, normal pace.
- **A 2-minute video of yourself talking** — good light, plain background, look into the lens.
- **A 30–40 second script** — what your AI self should say.

Step 1 · Clone your voice — elevenlabs.io

- Voices → Add voice → **Instant Voice Clone** → upload your recording.
- Model: **Turbo v2** for English; their multilingual **v3** for Hindi / Assamese / other Indian languages.
- My settings: **stability 0.30 · similarity 0.98 · style 0.55 · speed 0.90**.
- Write commas for pauses; avoid long dashes — they make the voice rush.

Tip: generate 2–3 takes, keep the most energetic one. A flat voiceover kills the video.

Step 2 · Create your avatar — heygen.com

- Avatars → **Create Avatar** → upload your 2-min talking video → record the consent clip.
- Add **multiple looks** (outfits/locations) under one avatar — perfect for “this is not me” jump-cut hooks.
- Shoot one look **inside your actual shop** — instant authenticity.

Tip: speak with energy in the training video — the avatar copies your gestures and vibe.

Step 3 · Generate the video

- Create video → pick your avatar → **upload the ElevenLabs audio** as the voice → 9:16 → Generate.
- Your own cloned audio keeps your real accent and energy. ~10 minutes later: a talking AI-you.

Step 4 · Edit like a pro

- **Captions:** big, bold, word-by-word — most people watch on mute.
- **B-roll:** cut to your real product / shop / app every few seconds. Never let the frame sit still.
- **Music:** an energetic beat under the voice, louder on the end card.
- **Hook (first 2 s):** mine was “Look closely. This person? Not real.”

What it costs

Tool	Plan	Cost
ElevenLabs (voice)	Starter	~\$5/month
HeyGen (avatar)	Creator	~\$24/month
Editing	Free apps (VN, DaVinci...)	Rs.0
Camera, studio, crew	—	Rs.0

Both tools have free tiers to try first. Compare that to one professional ad shoot — thousands of rupees and days of work.